

A close-up photograph of a blueberry bush. Several ripe, dark blue blueberries are clustered together, some showing the characteristic white bloom. Green leaves with serrated edges are interspersed among the berries. The background is softly blurred, showing more of the plant.

# 2011

## Annual Report

Florida Department of Agriculture and Consumer Services  
Adam H. Putnam, Commissioner

## Why Blueberries?

Florida blueberries, featured on the cover of the Florida Department of Agriculture and Consumer Services' 2011 Annual Report, exemplify the growth of Florida's agriculture industry during a time when many sectors of the economy have suffered through recent difficult economic times.

Over the last 30 years, Florida's blueberry industry has grown from just a few hundred acres to more than 4,000 acres. Thanks in large part to the improved varieties bred by Dr. Paul Lyrene, formerly of the University of Florida. Dr. Lyrene's varieties had many desirable characteristics. He bred varieties that produce fruit three to four weeks earlier than other varieties, yield more, better-tasting fruit and bear firmer, crisper fruit that has a longer shelf life.

With improved varieties and promotional support by the department, Florida blueberry cash receipts have grown from less than \$500,000 in the 1980s to more than \$48 million in 2010. Florida blueberries account for 1,700 jobs, \$7 million in indirect tax contributions and \$115 million in total economic impact.







## FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES COMMISSIONER ADAM H. PUTNAM

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March 20, 2012

Dear Floridians,

On January 4, 2011, I was sworn in as Florida's Commissioner of Agriculture. In assuming this role, I pledged to support Florida's \$100 billion agriculture industry, expand opportunities for the production of energy, manage natural resources and safeguard consumers. Over the last year, the Florida Department of Agriculture and Consumer Services excelled in each of these areas.

We championed Florida agriculture across the state and throughout the world. From produce to seafood, we carried the message to consumers that the best products come from Florida. Despite this difficult economic environment, agriculture grew by \$150 million in cash receipts last year and remains the strongest pillar of Florida's economy. The strength is due in part to the promotion of Florida-grown products through the Fresh From Florida campaign and efforts to grow the market for our products overseas. With the addition of new markets this year, including India and Singapore, 120 countries now serve Florida products in their restaurants and on their dining tables.

Our efforts to promote Florida-grown commodities are just as important as our efforts to protect the industry's long-term sustainability. Over the last year, the department worked to protect Florida agriculture from threats such as pests and disease and to maintain confidence in the safety and wholesomeness of the food. The industry's strength also comes from the department's efforts to support businesses in meeting federal and state requirements.

In addition to promoting and protecting Florida agriculture, the department is working to safeguard consumers' health and well-being through our food safety and consumer services programs. We work with producers, processors and retailers to maintain public confidence in the safety and wholesomeness of our food supply. The department is also the state's clearinghouse for consumer questions and concerns. Over the last year, the department heard from more than 200,000 consumers. The department provided information, responded to questions and resolved more than 25,000 complaints. Florida consumers recovered nearly \$6 million as a result of our efforts over the last year.



# Florida Department of Agriculture and Consumer Services

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We protected the state of Florida against a record wildfire season, one that took the lives of two brave firefighters. Josh Burch and Brett Fulton are remembered for their selfless service to the department and to the people of Florida.

Beyond the department's traditional responsibilities, we focused on three issue areas I consider critical to the state's future success: nutrition, energy and water. We worked with the Legislature to bring nutrition and energy programs to the department, where I believe we can expand on opportunities to improve nutrition and increase diversity in the state's energy supply. We continued to build on successful department programs promoting water conservation to protect and grow our water supply.

I am proud to release the department's 2011 annual report, summarizing these and many other accomplishments. The successes over the last year were possible only because of the strengths and capabilities of the department's programs and staff, developed and honed under the leadership of my predecessor, Commissioner Charles Bronson. For his commitment to the Department of Agriculture and Consumer Services and the people of Florida, I dedicate this annual report to Commissioner Bronson.

Sincerely,



Adam H. Putnam  
Commissioner of Agriculture



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## Executive Summary

The Department of Agriculture and Consumer Services' (the department) Annual Report summarizes the department's accomplishments during the 2011 calendar year.

This report begins with a description of the department, its responsibilities and its organizational structure.

The report highlights significant accomplishments under the leadership of former Commissioner Charles H. Bronson and outlines the priorities of newly-elected Commissioner Adam H. Putnam. It also summarizes achievements in each of the department's divisions and offices.

Finally, the report offers a preview of activities planned and milestones that will be commemorated during the 2012 calendar year.



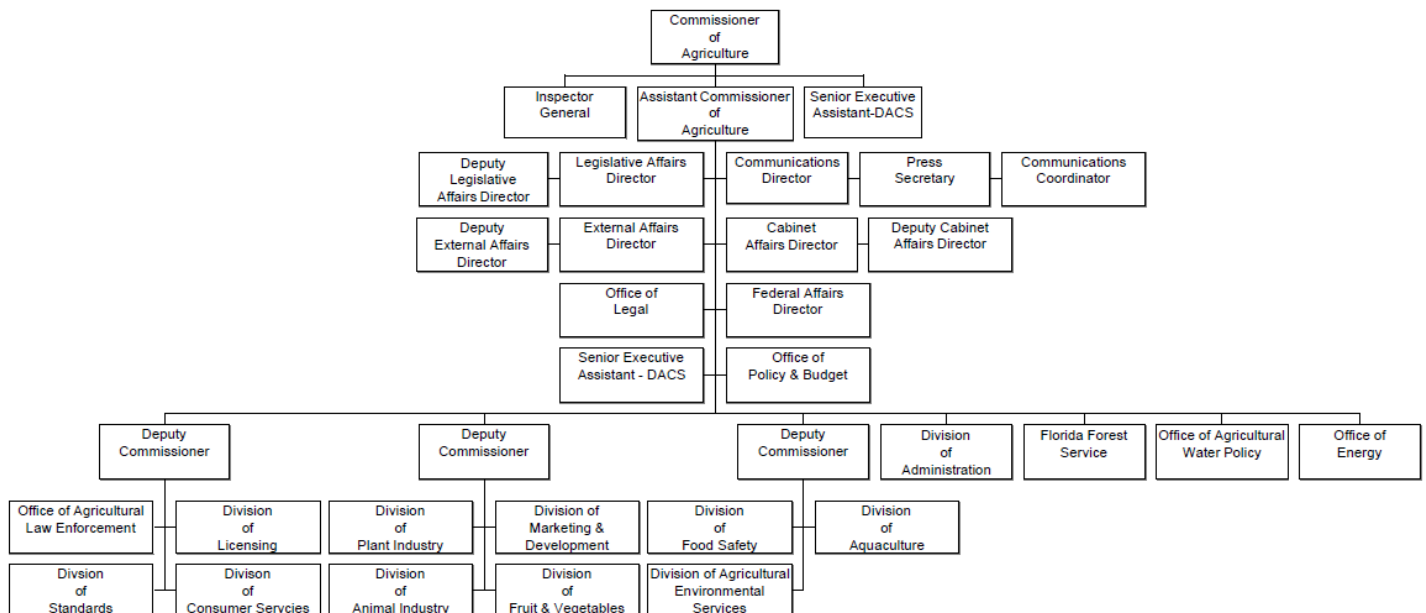


## Department Overview

### Department Organization

The department is guided by the leadership of the Commissioner of Agriculture, a member of Florida's Cabinet. The department consists of 12 divisions and three offices that report to the Assistant Commissioner/Chief of Staff and/or one of three Deputy Commissioners. Made up of nearly 4,000 staff positions, the department has a presence throughout the state and is headquartered in the state Capitol building in Tallahassee.

Florida Department of Agriculture and Consumer Services  
Organizational Chart  
2011



## Commissioner Bronson's Legacy

Prior to Commissioner Putnam taking office, Charles H. Bronson served as Florida's Agriculture Commissioner. Originally appointed by Governor Jeb Bush, Commissioner Bronson was reelected in 2002 and again in 2006.

During his nine-year tenure as Commissioner of Agriculture, Bronson:

### *Agriculture*

- Negotiated a settlement with British Petroleum to combat effects of the 2010 Deepwater Horizon Gulf Oil Spill on Florida's seafood industry. The settlement allotted \$10 million for the department to increase testing for oil contaminants in Gulf seafood and \$10 million to increase awareness for the proven safety of Gulf seafood. With increased funding, the department worked to restore consumer confidence in the safety of Florida Gulf seafood products.
- Promoted Florida agriculture in northern states and overseas through various marketing campaigns, such as "Northern Exposure." Efforts to open new markets increased sales of Florida products by more than \$1 billion during his tenure.
- Developed and launched the Fresh-2-U program to promote positive eating habits among Florida's 1.2 million school children in grades 1-5 by encouraging the consumption of fresh fruits and vegetables.
- Launched "Xtreme Cuisine" cooking school to teach kids around the state how to make healthful snacks.
- With ongoing support for promotion, expansion and disaster recovery for aquaculture industry, positioned Florida to rank third in the nation in total aquaculture sales.
- Participated in development of the Citrus Health Response Program (CHRP), which coordinates response to diseases that are devastating to citrus, including greening and citrus canker.
- Successfully obtained funding for Northwest Florida inspection station on the Alabama/Florida border, creating a new line of defense against invasive pests and diseases, as well as potential threats to homeland security.





- As part of a task force, developed best management practices and biological control programs to control the spread of tropical soda apple (TSA), an invasive plant that poses a tremendous problem for cattle ranchers because it takes over productive pastures. In cooperation with the University of Florida/Institute of Food & Agriculture Sciences, reared and released a voracious leaf-eating beetle to defoliate and hinder the growth of the fast-spreading TSA.
- Working with the Seminole Tribe, launched state's first Animal ID pilot program to track cattle from birth to slaughter to retail stores.
- Established a new Level 3 Bio-Safety Laboratory in Kissimmee to expand the department's ability to diagnose foreign animal diseases.

## *Consumer Protection*

- Protected participants in the state's Do Not Call List by pursuing telemarketers who violated the law. During his tenure, issued more than \$877,000 in fines against telemarketers.
- Recovered approximately \$29.5 million in goods, services and dollars as a result of investigations following consumer complaints to [www.800helpfla.com](http://www.800helpfla.com) and 1-800-HELP-FLA, the department's consumer hotline.
- Worked with members of the Legislature to pass the Intrastate Moving Bill, which protects consumers against unfair business practices by movers who confiscate belongings until higher fees are paid.
- Successfully sought from the Federal Trade Commission a ban on Ephedra products, a dietary supplement that has been linked to heart attacks and strokes.
- Confiscated more than \$20 million worth of contraband and cash at agriculture inspection stations.
- Launched statewide outreach program, "Look, Listen and Run," to inform public about Africanized bees, a subspecies of the gentle European honey bee established in Florida that are highly defensive and can cause human harm and displace managed bee colonies.

## *Environmental Protection*

- Voted to acquire almost 380,000 acres of conservation lands under the Florida Forever program since taking office in May 2000. These lands provide a variety of environmental benefits and recreational opportunities for Florida's citizens.



- Obtained more than \$5 million in federal disaster assistance to restore oyster reefs damaged or destroyed during the 2004-2005 hurricane seasons.

## *Renewable Energy*

- Initiated “Farm To Fuel” effort to position Florida as a leader in the production of alternative energy, such as ethanol, using crops and woody biomass. Growing this industry enables Florida to reduce its dependence on foreign oil, while simultaneously opening new markets for Florida growers.



## Commissioner Putnam's Priorities

When Commissioner Putnam assumed office, he sought to build on the strong foundation established by Commissioner Bronson and leverage the department's capabilities to foster economic growth and to address three other issues he believed to be critical to Florida's future: nutrition, energy and water.

### *Fostering Economic Growth in Florida*

With the American economy continuing to face stiff headwinds, Florida's tourism and construction industries remain stagnant. Agriculture stands out as the strongest economic pillar of Florida's economy, continuing to generate jobs, ad valorem revenues and economic growth. Commissioner Putnam is focused on creating and expanding opportunities in the agriculture industry to ensure continued growth.

Last year's efforts to promote Florida agricultural commodities opened new markets, both domestic and foreign. As a result, Florida agriculture increased cash receipts by \$152 million, generating more than \$20 million in tax revenues and creating 5,000 jobs for Floridians.

### *Nutrition*

Nearly 300 commodities are grown in Florida, including an abundance of fresh fruits and vegetables, yet many Floridians do not have access to these wholesome foods. Commissioner Putnam is working to expand access to locally-grown products in urban core areas, which will improve nutrition across the state and increase demand for Florida agricultural products.

Commissioner Putnam recognized Florida schools as an obvious starting point for this effort. Through programs like Farm to School, Xtreme Cuisine and Fresh From Florida Kids, the department had demonstrated its ability to educate students about food and nutrition. By taking on the responsibility to administer the state's school food and nutrition programs to the department, Commissioner Putnam could ensure that more healthy options were available in schools, allowing students to put what they've learned about health and nutrition into practice.

During the 2011 legislative session, Commissioner Putnam worked with members of the Legislature to introduce and pass the *Healthy Schools for Healthy Lives Act*, which transferred the state's school food and nutrition programs to the department on January 1, 2012. In this new role, Commissioner Putnam is focused on improving the nutritional value of school meals by directing more locally-grown, fresh fruits and vegetables to school cafeterias.





By the end of 2011, as a result of the increased attention brought to the issue by Commissioner Putnam, improvements in school meals were already evident. Once the programs officially transfer to the department in 2012, the department will establish baseline measurements and track the improvements over time.

## *Energy*

Through the Farm to Fuel initiative, the department developed a strong reputation in fostering the growth of the bioenergy industry. Recognizing the successful efforts of the department in this area, the Legislature transferred the responsibilities of the state's energy office to the department during the 2011 legislative session.

Following the transfer on July 1, 2011, the department's new Office of Energy shifted its focus from grants and rebates to policy development.

At the department's inaugural Florida Energy Summit, October 26 through 28 in Orlando, Commissioner Putnam attracted top-tier speakers representing academia, local, state and federal government, and businesses to share their perspectives on Florida's energy future. There, Commissioner Putnam outlined his vision for Florida's energy policy, including recommendations to be considered during the 2012 legislative session. "The objective of Florida's energy policy must be to secure a stable, reliable and diverse supply of energy," said Commissioner Putnam. His recommendations are intended to increase diversity in the state's energy supply by offering tax incentives, requiring the Public Service Commission to consider the value of renewable energy facilities in its decisions and promoting energy efficiency.

## *Water*

Water is the most significant long-term issue facing Florida, affecting everyone in the state from residents to agriculture to business. Not only does the state have a limited amount of water, but Floridians – residents and businesses – are consuming it rapidly. According to the Florida Department of Environmental Protection (DEP), Floridians used more than 6.9 billion gallons per day of fresh water in 2010. By 2030, it is expected that this number will jump to 8.2 billion gallons per day, a 19 percent increase over a 20-year period.

Commissioner Putnam is committed to addressing the state's water resource issues by ensuring Florida has the authority to establish and maintain a high standard of water quality supported by sound science and attainable goals. Commissioner Putnam is also focused on efforts to grow the state's water supply. The department assists agricultural producers in implementing best practices and utilizing new technologies to conserve water use and, in some cases, capture and store water for future use. By applying best



practices, Florida agriculture saves nearly eight billion gallons of water each year and reduces farm runoff into the state's water resources. Commissioner Putnam is working to expand on these important programs, yielding more savings of Florida's precious water supply every year.



## Accomplishments by Division

Accomplishments over the last year are not limited to Commissioner Putnam's priorities. Rather, each division and office across the department boasts achievements within their programs and responsibilities. Collectively, these individual successes describe a department that is constantly improving the quality of programs and services it offers to Floridians.

### *Division of Administration*

The Division of Administration manages the department's internal functions, ranging from personnel management, employee training and fiscal operations to computer technology, facilities management and purchasing. During the 2011 calendar year, the Division of Administration:

- Renovated the Chemical Residue Lab for seafood testing to ensure the safety of Gulf seafood following the 2010 Deepwater Horizon Gulf Oil Spill.
- Modified AIMS Travel System to provide increased paperless approval process for the routine and non-routine Mission Critical Travel authorization and payment.

### *Division of Agricultural Environmental Services*

The Division of Agricultural Environmental Services works with the agriculture industry to properly register pesticides for use in accordance with federal and state requirements, regulates pest control services, works with local governments to effectively conduct mosquito control programs and certifies the safety and effectiveness of feed, seed and fertilizer products. During the 2011 calendar year, the Division of Agricultural Environmental Services:

- Conducted 13,702 pest control, feed, seed, fertilizer and pesticide inspections and investigations. As a result, the department identified 2,803 entities in violation and worked to protect the integrity of the industry and Floridians by issuing actions against them.
- In response to a Federal District Court ruling that pesticide applicants would require Clean Water Act permits, worked with the U.S. Environmental Protection Agency (EPA) and the DEP to develop an alternative that would minimize the requirements' impact on the industry, yet still comply with the Clean water Act. Under the ruling, agricultural, forestry and pest management operations, as well as local governments would have been forced to implement water monitoring





programs and meet notification and record-keeping requirements. Such permits would have rendered routine pesticide applications for mosquito control, aquatic weed control, forestry and some agricultural operations impossible, threatening Florida's economy. Working together, the department and DEP prevented the implementation of requirements for non-governmental pesticide applicators, including forestry, agriculture and pest management applicators, and, instead, introduced a generic permit that minimizes impacts on operators.

- Completed multi-year "Pest Management University" Project, a hands-on, distance learning laboratory centered at the Apopka IFAS research facility that provided training to 453 pest management professionals who earned 3,268 CEUs. More than 50 state and regional regulators also participated, elevating it as a national model.

## *Office of Agricultural Law Enforcement*

The Office of Agricultural Law Enforcement provides leadership in statewide homeland security issues involving agricultural and food systems and analyzes and evaluates threats to animal and plant agriculture and food production, processing, storage and transportation systems. During the 2011 calendar year, the Office of Agricultural Law Enforcement:

- Streamlined investigative efforts by combining investigators from the Division of Consumer Services and the Office of Agricultural Law Enforcement into one unit that will support all of the department's investigative needs.
- Completed renovation of the I-95 interdiction station, where agricultural law enforcement officers inspect commercial transport vehicles for threats to the state's agriculture industry. With this new station, the department will be able to conduct inspections more efficiently and, ultimately, provide greater protection from pests and disease.

## *Office of Agricultural Water Policy*

The Office of Agricultural Water Policy provides leadership and facilitates communication among federal, state and local agencies and the agriculture industry on issues related to water quantity and quality. During the 2011 calendar year, the Office of Agricultural Water Policy:

- Assisted in the successful adoption by the Environmental Regulation Commission of Florida Numeric Nutrient Criteria for Florida lakes, streams, springs and many estuaries. These criteria are the most comprehensive rules



proposed by any state in the nation and will allow Florida to create nutrient-reduction strategies that focus on measurable environmental improvement, optimizing the use of public dollars and avoiding costs that have no environmental benefit.

- Partnered with the South Florida Water Management District, DEP, World Wildlife Fund, Natural Resources Conservation Service and University of Florida-IFAS to implement the Northern Everglades Payment for Environmental Services Program – the first of its kind in the nation. This partnership program compensates ranchers who store water on their land and/or filter the phosphorus from water that flows across their property. The result is more water available to the natural system and overall improved water quality.
- Administered the distribution of more than \$1.6 million to producers for the installation of structural Best Management Practices (BMPs) to store water and reduce phosphorous loads in the Northern Everglades. These BMPs included, among other things, water control structures, fertilizer and irrigation management practices and wetland buffers, all of which help protect water resources.
- Enrolled 414 citrus, sod, vegetable/agronomic crop, specialty fruit and nut and container nursery operations in the department's BMP program, expanding the total agricultural lands enrollment to approximately three million acres. Included in the enrollments for 2011 were more than 434,000 acres of cow/calf lands, increasing the total cow/calf lands enrollment to more than one million acres.
- Provided cost share for fertilizer application and irrigation management equipment for 41 additional farms enrolled on 45,000 acres, resulting in an estimated 1,125 less tons of nitrogen fertilizer applied per year. This work was accomplished through the Suwannee River Partnership, which is a group of 65 federal, state and local groups working together with landowners through non-regulatory approaches to help protect water resources.
- Through Mobile Irrigation Labs (MIL), provided recommendations to farmers on how to improve their irrigation system efficiency and irrigation scheduling to save water. In 2011, MILs completed 819 evaluations on more than 22,000 acres, including follow-up visits that confirmed water savings of nearly one billion gallons. Since the program's inception seven years ago, MILs have conducted more than 4,000 evaluations and 1,000 follow-up visits on a total of 158,867 acres of farmland. By implementing many of the MIL recommendations, Florida agriculture is saving nearly eight billion gallons of water each year.



## *Division of Animal Industry*

The Division of Animal Industry protects the state from animal pests and diseases, which could have major economic and public health consequences. It also ensures that all federal and state animal health codes are followed. During the 2011 calendar year, the Division of Animal Industry:

- In coordination with the Florida Fish and Wildlife Conservation Commission, contained the outbreak of Exotic Newcastle Disease in wild cormorants through surveillance and control efforts.
- Received reports of 150 suspected dangerous transmissible animal diseases in Florida. These notifications resulted in 70 foreign and emerging animal disease investigations, including Equine Piroplasmiasis, Contagious Equine Metritis, Equine Herpes Virus-1 and Bovine Tuberculosis. The department continues to monitor the presence of these diseases in order to mitigate their spread and, at this time, they do not pose a significant threat.
- Earned recognition for laboratory capabilities by the U.S. Department of Agriculture (USDA), which designated the department's Live Oak Animal Disease Diagnostic Laboratory as the regional Brucellosis testing location, the only non-USDA laboratory in the Eastern United States sanctioned by the USDA to perform Brucellosis surveillance testing.
- Implemented a risk-based inspection scheme across all inspection programs to focus on those areas with a history of non-compliance to more efficiently use department resources.

## *Division of Aquaculture*

The Division of Aquaculture regulates the state's aquaculture facilities and shellfish processing plants to ensure a quality product, classifies and manages shellfish harvesting areas to reduce the risk of shellfish-borne illness, manages the lease of submerged state lands and restores oyster reefs to ensure continued productivity. During the 2011 calendar year, the Division of Aquaculture:

- Implemented a risk-based inspection protocol for Florida's oyster processors that led to improved industry compliance with the National Shellfish Sanitation Program. This inspection protocol was coupled with an increased emphasis on technical assistance, outreach and education for both harvesters and processors to facilitate their understanding of current program requirements.





- Conducted an audit of the aquaculture submerged land lease program to increase utilization rates for clam farmers. In response to industry recommendations, consolidated aquaculture submerged land lease renewal and payment dates to January 1.

## *Division of Consumer Services*

The Division of Consumer Services is the state's clearinghouse for consumer complaints, information and protection. It also regulates various business industries, including motor vehicle repair shops, charitable organizations, Florida's Do Not Call program, sellers of travel, intrastate movers and telemarketing. During the 2011 calendar year, the Division of Consumer Services:

- Received 214,284 calls from consumers with questions or comments. The Department's action and mediation between consumers and businesses resulted in 25,187 complaints resolved and nearly \$6 million returned to consumers.
- Enhanced consumer interaction by developing and launching an online chat capability, allowing consumers to reach assistance through the Internet.
- Implemented electronic scanning of fingerprint cards for pawnshops, reducing the application process from approximately 45 to 60 days to less than one week.
- Through legislative action, eliminated duplicative regulatory responsibilities. The responsibility of enforcing the state's "Lemon Law" and price gouging programs was transferred to the Florida Office of the Attorney General.

## *Office of Energy*

The Office of Energy, which was transferred to the department on July 1, 2011, administers financial incentive programs and will be instrumental in the development of a balanced energy policy for the state of Florida during the 2012 legislative session. During the 2011 calendar year, the Office of Energy:

- Hosted the first Florida Energy Summit at Rosen Shingle Creek in Orlando, where the brightest minds in education, local, state and federal government, industry and business came together to discuss the future of energy in Florida. More than 500 people attended the event, which replaced the Farm to Fuel Summit, previously hosted by the department.



- Fulfilled commitment to the Legislature and people of Florida by completing the solar rebate program and distributing the available funds to eligible applicants within the first three months after the office was transferred to the department. By the first week in October, more than 8,800 approved applicants began receiving their rebates, which were promised in 2010.

## *Florida Forest Service*

The Florida Forest Service, previously known as the Division of Forestry, protects Florida and its residents through the detection and suppression of wildland fire. The Florida Forest Service also manages more than one million acres of state forest resources and provides forest management assistance to forest landowners and urban communities. During the 2011 calendar year, the Florida Forest Service:

- Responded to more than 4,700 wildfires that burned over 220,000 acres – a 32 percent increase from the previous year. Despite a loss of more than \$1.7 million in fire equipment to wildfire, firefighters saved more than 1,100 homes and businesses in Florida.
- Through legislative action, renamed the Division of Forestry to the Florida Forest Service to reflect the service of the 1,176 dedicated employees who protect and manage Florida's forestry lands. This legislation passed unanimously during the 2011 legislative session.
- Through legislative action, formalized Operation Outdoor Freedom, an initiative that allows wounded U.S. service members and veterans to enjoy recreational activities in Florida state forests. As a result, the department plans to host more than 50 wounded service men and women during the nine events planned for the Fall and Spring hunting seasons.
- Implemented bio-mass harvesting practices in state forests, enhancing the health of the forest, reducing hazardous fuels and generating more than \$92,000 in revenue for the state.
- Enrolled more than 157,000 additional acres into the forestry BMP program, expanding the total number of acres enrolled to 5.5 million. Based on a survey conducted by the department, Florida landowners enrolled in the program demonstrated a 98 percent compliance rate with forestry BMPs.



- Assisted more than 600 landowners participating in cost-share programs, which included tree planting, prescribed burning, invasive species removal and management plan development, providing more than \$1 million to maintain healthy, productive forests on over 80,000 acres.
- Assisted approximately 100 urban communities benefitting from nearly \$2 million in cost-share assistance by planting almost 11,000 trees and maintaining urban forest tree cover.
- Completed a year-long celebration of the 75<sup>th</sup> Anniversary of Florida's state forest system with public events in almost all of Florida's state forests.

## *Division of Food Safety*

The Division of Food Safety monitors food from farm gate through processing and distribution to the retail point of purchase to assure the public of a safe, wholesome and properly represented food supply. In doing so, the division permits and inspects food establishments, inspects food products and performs laboratory analyses on a variety of food products sold or produced in the state. During the 2011 calendar year, the Division of Food Safety:

- Implemented the \$10 million Seafood Safety Program for increased seafood testing under the BP Deepwater Horizon settlement. Since August 2010, the department has screened more than 400 samples of finfish and shellfish for possible oil contamination from polycyclic aromatic hydrocarbons. All findings were well below the U.S. Food and Drug Administration's (FDA) levels of concern.
- Assumed the responsibilities of the department's Division of Dairy. The merger resulted in a savings of \$240,000 per year, reducing the department's dependence on federal and state funds. By prioritizing inspections based on risk assessment, the Division of Food Safety maintained a high level of disease surveillance, investigation and monitoring.
- Implemented the Cottage Food Act, which allows individuals to manufacture, sell and store certain types of "cottage food" products in an unlicensed home or kitchen. Cottage food products include items such as breads, cakes, cookies, candies, jams, jellies and fruit pies.





## *Division of Fruit and Vegetables*

The Division of Fruit and Vegetables ensures that Florida agriculture meets established standards and grades. It also carries out marketing orders for various fruit and vegetable commodities, including citrus, limes, avocados, peanuts and tomatoes. During the 2011 calendar year, the Division of Fruit and Vegetables:

- Coordinated with the United Fresh Produce Association to implement the first nationwide, commodity-specific, industry-requested inspection service for tomatoes. The department's efforts to promote safer handling, production and packaging practices will prevent or minimize the contamination of Florida tomatoes, maintaining the confidence of consumers and enriching the Florida tomato industry as a quality source for fresh and wholesome tomato products.
- Negotiated an agreement with USDA, the industry and Subway to accept Florida T-Gap Audits, which enhance the safety of fresh tomatoes produced, packed, repacked and sold in Florida or from Florida, to satisfy seller food safety audit requirement.

## *Division of Licensing*

The Division of Licensing is responsible for protecting Floridians and the integrity of the private security, private investigative and recovery services professions through the licensure and regulation of concealed weapon or firearm licenses. During the 2011 calendar year, the Division of Licensing:

- Reduced the time required to process applications by two weeks by automating the licensing process. Enhancements included streamlining the transfer of applications and supporting documents from one work station to another and automating the system by which an applicant is denied because of a disqualifying criminal history.
- Processed 313,413 license applications, including 210,190 concealed weapons permits, 5,132 private investigator licenses, 869 recovery agent licenses and 76,621 security officer licenses, making it the second busiest year in the department's history of issuing licenses.
- Issued its one millionth license (includes concealed weapons permits, private investigator licenses, recovery agent licenses and security officer licenses) in June. The total number of valid license issued by the division is greater than the resident populations of Montana, Delaware, South Dakota, Alaska, North Dakota, Vermont, District of Columbia or Wyoming.



## *Division of Marketing and Development*

The Division of Marketing and Development develops strategies to facilitate the buying, selling and marketing of Florida agricultural products. It assists the state in expanding markets and operates 13 wholesale farmer's markets. During the 2011 calendar year, the Division of Marketing and Development:

- Developed and implemented a \$10 million Gulf Safe Marketing Campaign, which was funded by the agreement with BP, to counter the public's misperception and raise awareness for the proven safety of Gulf seafood. The division partnered with the Florida Outdoor Advertising and the Florida Department of Transportation to reach travelers on Florida's Turnpike. The division also partnered with Florida State University and the University of Florida to capitalize on the athletic rivalry between the universities in the "Fresh From Florida Sunshine Showdown." The Sunshine Showdown highlights competition between the universities in 19 collegiate sports and encouraged consumers to buy "Fresh From Florida" through television, radio, internet and print advertisements.
- Coordinated the delivery of more than 95 million pounds of food, valued at more than \$91 million to 208 agencies, which served 5,000 schools, residential child care institutes, food banks and pantries, among others, through the food distribution program, ensuring that USDA-donated commodities and recovered produce are made available to eligible recipients.
- Continued to promote Florida's agriculture industry through its Fresh From Florida marketing campaign, which included 42 retail partnerships in more than 11,000 stores stretching from Sweden to South Korea. The campaign resulted in more than \$147 million in increased cash receipts, 13 billion consumer impressions, \$20 million in tax revenues and 5,000 jobs in Florida.
- Completed more than 35 international trade events, including both inbound and outbound missions. These missions and events resulted in the expansion of Florida agricultural sales into new global markets, from Peru to India, and support the presence of Florida agricultural products in more than 120 countries.
- Negotiated year-long Fresh From Florida sponsorships with Florida Citrus Sports and LEGOLAND Florida, which included the Fresh From Florida Parade and a Fresh From Florida exhibit, respectively.



## *Division of Plant Industry*

The Division of Plant Industry detects, intercepts and controls plant and honey bee pests that threaten Florida's native and commercially grown plants and agricultural resources. During the 2011 calendar year, the Division of Plant Industry:

- Detected the first peach fruit fly in the United States in Miami-Dade County in November 2010. The Division intensified trapping and on April 18, 2011, at the completion of three life cycles of the fly with no additional peach fruit fly found, the eradication program was discontinued.
- Detected a second outbreak of Mediterranean Fruit Fly (Medfly) in Pompano Beach in January 2011, less than one year since its last eradication program. Over a five-month eradication program, eleven adult flies were captured.
- In coordination with the USDA, established an incident command to eradicate Giant African Land Snails, detected in Miami in September 2011. To date, the incident command has established 13 core infestation areas, where 32,500 snails were collected on 195 properties. The department's public outreach efforts identified 85 percent of these areas, where eradication efforts continue.
- Conducted survey programs for more than a dozen exotic pests, including Laurel Wilt, Mikania micrantha, Emerald Ash Borer and Light Brown Apple Moth. Nearly 58,000 hours were spent inspecting 18,456 nurseries and stock dealers. As a result, nearly 18,000 received export certificates; more than 112,000 acres, which harvested nearly six million cartons of produce, were certified Caribbean fruit fly free; and nearly \$3 million was collected in revenue for the state.
- Managed citrus health through the CHRP, a cooperative effort between the department and USDA, which concentrates on the development and implementation of minimum standards for citrus inspection, regulatory oversight, disease management and education, and training. Through CHRP, the department inspects nursery stock, surveys all commercial citrus acreage, certifies fresh fruit, provides a reliable source of virus-free, high-quality budwood and works to ensure all of Florida's trading partners meet state and national requirements to sustain the economic viability of the citrus industry. This year, the department surveyed 246,792 acres of commercial citrus groves to verify compliance of incidence levels of disease. The department also contacted 250 property owners and facilitated 35 partnerships between area growers, known as Citrus Health Management Areas (CHMAs), in 22 counties to coordinate efforts on the local level.





## *Division of Standards*

The Division of Standards protects consumers from unfair and unsafe business practices across a wide range of products, including gasoline, brake fluid, antifreeze, liquefied petroleum gas, amusements rides and devices that weigh and measure. Through its inspection programs, the division ensures quality products for automobile owners, safe transportation, handling and use of propane, secure amusement rides and full value for the products consumers purchase. During the 2011 calendar year, the Division of Standards:

- With the support of a new database management system, increased the number of liquid petroleum gas inspections performed each year from 6,500 to 9,500, requiring no additional staff.



## The Year Ahead

Milestones the department will recognize during 2012 include:

Event	Date
Transfer school nutrition programs to the department	January 1, 2012
Partner with the Florida Legislature to advance priorities in the 2012 Legislative Session	January 10, 2012
Complete construction of Interstate 75 interdiction station to accommodate more traffic and increase inspection capabilities	Early 2012
Host Cabinet at Florida State Fair	February 9, 2012
Begin accepting credit card payments for Concealed Weapons Permits	March 2012
Open Fresh From Florida exhibit at Legoland	March 29, 2012
Merge the Division of Standards and Division of Consumer Services, yielding \$800,000 in savings	July 1, 2012
Host second annual Florida Energy Summit at Rosen Shingle Creek Hotel in Orlando	August 2012





Florida Department of Agriculture and Consumer Services

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